

**Subject:** Re: Preparing to outreach to property owners

**From:** Ellen Riotto <ellen@southpark.la>

**Date:** 05/15/2017 10:22 AM

**To:** Robin Bieker <robin@biekerco.com>, Robert Buente <bbuente@1010dev.org>, 'Shelby Jordan' <sjordan@aegworldwide.com>, Martha Saucedo <msaucedo@aegworldwide.com>, 'Daniel Taban' <daniel@jadeent.com>, "Terri Toennies" <terri@laautoshow.com>, "Nusbaum, Nate - CHMC" <Nate.Nusbaum@DignityHealth.org>, Richard Wu <richard@grandlofts.com>, "James Pugh" <JPugh@sheppardmullin.com>, Channing Henry <channing@almadevelopment.com>, Paul Keller <pkeller@mackurban.com>, "Mark Wareham" <mwareham@mackurban.com>, Faye Washington <faye.washington@ywcagla.org>, Ann Hickambottom <ann.hickambottom@ywcagla.org>, Terry Rubinroit <rubinroit@aol.com>  
**CC:** Katie Kiefer <katie@southpark.la>, Wallis Locke <wallis@southpark.la>

Dear Board Members,

I'm happy to announce that petitions have been created and we can now begin collecting signatures. Thank you to those of you who claimed property owners from the spreadsheet I shared last week. Of the 37 property owners that make up the top 51% of our assessment, 16 have been claimed. I'm relying on you and your extensive networks to help collect signatures from these 37 VIPs, so please take another look at the 2nd tab of the attached spreadsheet and see if you can help track down signers for any of the unclaimed property owners highlighted in green.

For those of you who have "claimed" property owners, I'll be sending you separate emails that contain the petitions for each property owner you've claimed, as well as the petition packet. Please email the individual petitions plus the packet to each of the property owners you've claimed and ask that they sign and email it back to us ASAP.

We still have a shot at avoiding manual billing, but it's tight. Our deadline is Monday May 22nd.

Thank you in advance for your help this week. It'll be a hustle but we can make it happen!

Best,

Ellen

Re: Preparing to outreach to property owners

From: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
Date: Thursday, May 11, 2017 at 1:45 PM  
To: Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>, Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>, 'Shelby Jordan' <[sjordan@aegworldwide.com](mailto:sjordan@aegworldwide.com)>, Martha Saucedo <[msaucedo@aegworldwide.com](mailto:msaucedo@aegworldwide.com)>, 'Daniel Taban' <[daniel@jadeent.com](mailto:daniel@jadeent.com)>, Terri Toennies <[terri@laautoshow.com](mailto:terri@laautoshow.com)>, "Nusbaum, Nate - CHMC" <[Nate.Nusbaum@DignityHealth.org](mailto:Nate.Nusbaum@DignityHealth.org)>, Richard Wu <[richard@grandlofts.com](mailto:richard@grandlofts.com)>, James Pugh <[JPugh@sheppardmullin.com](mailto:JPugh@sheppardmullin.com)>, Channing Henry <[channing@almadevelopment.com](mailto:channing@almadevelopment.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>, Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>, Faye Washington <[faye.washington@ywcagla.org](mailto:faye.washington@ywcagla.org)>, Ann Hickambottom <[ann.hickambottom@ywcagla.org](mailto:ann.hickambottom@ywcagla.org)>, Terry Rubinroit <[rubinroit@aol.com](mailto:rubinroit@aol.com)>  
Cc: Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>, Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>  
Subject: Re: Preparing to outreach to property owners

Hi all,

A quick reminder if you haven't done so already: please take a look at the attached spreadsheet, sorted by highest-contributing property owners and put your name next to those that you can call to get petitions signed. Please send this back to me by the end of today. Petitions will be prepared over the weekend so we can be ready to begin outreach next week.

Thanks in advance,

Ellen

From: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
Date: Tuesday, May 9, 2017 at 5:50 PM  
To: Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>, Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>, 'Shelby Jordan' <[sjordan@aegworldwide.com](mailto:sjordan@aegworldwide.com)>, Martha Saucedo <[msaucedo@aegworldwide.com](mailto:msaucedo@aegworldwide.com)>, 'Daniel Taban' <[daniel@jadeent.com](mailto:daniel@jadeent.com)>, Terri Toennies <[terri@laautoshow.com](mailto:terri@laautoshow.com)>, "Nusbaum, Nate - CHMC" <[Nate.Nusbaum@DignityHealth.org](mailto:Nate.Nusbaum@DignityHealth.org)>, Richard Wu <[richard@grandlofts.com](mailto:richard@grandlofts.com)>, James Pugh <[JPugh@sheppardmullin.com](mailto:JPugh@sheppardmullin.com)>, Sonnet Hui <[sonnethui@hazensgroup.com](mailto:sonnethui@hazensgroup.com)>, Channing Henry <[channing@almadevelopment.com](mailto:channing@almadevelopment.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>, Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>, Faye Washington <[faye.washington@ywcagla.org](mailto:faye.washington@ywcagla.org)>, Ann Hickambottom <[ann.hickambottom@ywcagla.org](mailto:ann.hickambottom@ywcagla.org)>, Terry Rubinroit <[rubinroit@aol.com](mailto:rubinroit@aol.com)>  
Cc: Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>, Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>  
Subject: Preparing to outreach to property owners

Dear Board Members,

Please see the attached spreadsheet for a (nearly) completed database of APNs and associated owners. As we prepare the petitions, I'd like to determine which of the VIP properties (ie. owners paying more than \$10,000, which collectively will give us >50%) you can each "claim".

Re: Preparing to outreach to property owners

There are two tabs in this spreadsheet. Tab1 (called "ORIG") contains the full information for each APN in the district (which now combines both SPI and SPII) – I'm including this as an FYI. Tab2 (called "GROUPED"), is sorted by Owner and then by assessment contribution, large to small. Please take a look at this list, focusing on the owners paying more than \$10,000, and put your name in column F ("Board Member") if you have a direct connection and can lead the outreach. (NOTE: you'll notice that there are some owners (including some of you) we have connections to that do not pay more than \$10,000. We definitely still want to reach out to them, so please find them on the spreadsheet, and put your name in column F.) If you would like to see how many APNs each Owner is responsible for, you can expand the view by clicking on the small '+' icon to the left of the line item number.

Please send this document back to me by the end of business, Thursday. I will consolidate and send back out to you all.

We are meeting with Tara on Friday to compile petition packets. For these top property owners, we don't have to wait for petitions to hit their mailboxes. We can hand deliver petitions to be signed and collected.

Please feel free to give me a call on my cell if you have any questions.

Thank you for your support!

Best,

Ellen

Ellen Riotto

Interim Executive Director

South Park Business Improvement District

Re: Preparing to outreach to property owners

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

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Twitter <<https://twitter.com/southparkla>> | Instagram <<https://www.instagram.com/southparkla/>>

24/7 DISPATCH: 866-560-9346

—image001.png—



1 2 3	A	B
	APN	OWNER 1
1		
20		LA LIVE PROPERTIES LLC Total
27		L A CITY Total
299		900 SOUTH FIGUEROA ST APTS Total
303		OLIVE HILL STREET PARTNERS LLC Total
305		AEG Total

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—Attachments:—

image001.png	49.2 KB
image002.png	1.3 KB
170515_South Park BID petition stage dbase.xlsx	930 KB